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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/812,376
 Applicant(s) : Andrew P. Meurer
 Filed : March 20, 2001
 Title : Specialized Merchandizing System
 TC/A.U. : 3714
 Examiner : Kurt Fernstrom
 Conf. No. : 1283
 Docket No. : 8480
 Customer No. : 27752

APPEAL BRIEF

Mail Stop Appeal Brief - Patents

Commissioner for Patents

P. O. Box 1450

Alexandria, VA 22313-1450

Dear Sir,

This Brief is filed pursuant to the appeal from the U.S. Patent and Trademark Office decision of Paper No. 020405 mailed February 8, 2005. A timely Notice of Appeal was filed on May 9, 2005.

REAL PARTY IN INTEREST

The real party in interest is The Procter & Gamble Company of Cincinnati, Ohio.

RELATED APPEALS AND INTERFERENCES

There are no known related appeals, interferences, or judicial proceedings.

STATUS OF CLAIMS

Claims 1-20 are rejected. Claims 1-20 are appealed. A complete copy of the appealed claims is set forth in the Claims Appendix attached herein.

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PROCTER & GAMBLE

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Appl. No. 09/812,376
Art. Docket No. 8480
Appeal Brief dated July 8, 2005
Customer No. 27752

reverse the rejections of claims 1-20, to remand the application with instructions that these claims be allowed over the cited documents.

Respectfully submitted,
THE PROCTER & GAMBLE COMPANY



Signature

Jay A. Krebs
Typed or printed name
Registration No. 41,914
(513) 634-4856

Date: July 8, 2005

Customer No. 27752